

Message Text

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AMEMBASSY ROME

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SUBJ: TARGET INDUSTRY RESEARCH-FOOD PROCESSING AND
PACKAGING EQUIPMENT (FPP)

REF: USDOC 6227; A-1665, FEBRUARY 28, 1974

1. BARISONE FPP STUDY BEING TRANSMITTED VIA APO ON
FRIDAY, AUGUST 2.

2. POST BELIEVES THIS TO BE FIRST CLASS JOB WHICH FULLY
COMPLIES WITH SPECIFICATIONS.

3. FOR FORWARD PROJECTIONS BARISONE HAS USED EXCHANGE RATE
OF \$1 EQUALS LIRE 700. POST BELIEVES THIS TO BE FULLY
REALISTIC ESTIMATE.

4. STUDY SUMMARY READS IN PART AS FOLLOWS: SURVEY KEY FINDINGS
INDICATE THAT A SPECIALIZED SHOW OF SELECTED FPP EQUIPMENT
OF U.S. ORIGIN CAN BE SUCCESSFULLY ORGANIZED IN ITALY AND
DRAW CONSIDERABLE INTEREST FROM ITALIAN FOOD PROCESSING
INDUSTRIES. HIGHER PRICES FOR AMERICAN MACHINES DO NOT
SEEM TO REPRESENT THE MAJOR OBSTACLE FOR POTENTIAL
BUYERS PROVIDED REPEAT PROVIDED TECHNICAL FEATURES
INCORPORATED IN AMERICAN EQUIPMENT ARE ADVANCED AND,
POSSIBLY, UNIQUE. PRACTICALLY NO MARKET EXISTS FOR
CERTAIN TYPES OF EQUIPMENT WHERE ITALIAN MANUFACTURERS
ARE CONSIDERED TECHNICALLY ADVANCED AND CAPABLE OF
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MANUFACTURING AT LOWER COST; MACARONI MAKING EQUIPMENT

IS AN EXAMPLE. SOME EUROPEAN MANUFACTURERS HAVE A CLEAR LEADERSHIP IN THE ITALIAN MARKET FOR TYPES OF EQUIPMENT SUCH AS WINE MAKING AND GRAPE HANDLING (FRANCE AND SPAIN), AND BREWING EQUIPMENT (GERMANY). BARISONE ALSO FOUND THAT AMERICAN EQUIPMENT NOT WELL KNOWN; THAT WITH FEW EXCEPTIONS REPRESENTATION OF AMERICAN EQUIPMENT IS WEAK; AND THAT THERE IS GENERAL WORRY ABOUT THE AVAILABILITY OF PARTS AND FACTORY PROVIDED SERVICE.

RE PLANS FOR PARTICIPATION IN VERONA EUROCARNE SHOW, BARISONE FOUND GOOD MARKET POTENTIAL FOR MEAT, POULTRY AND EGG PROCESSING AND PACKAGING EQUIPMENT. GOULD

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